

PRESS RELEASE

Brother Launches Special Anniversary Edition Hello Kitty Home Sewing Machine

*Exclusive state-of-the-art sewing, quilting and embroidery machine combines
creativity and technology with a touch of Hello Kitty*

Singapore, 16 April 2014 – [Brother International Singapore](#), a leader in home and industrial sewing machines, has launched two special anniversary edition of Hello Kitty home sewing machine, **NV980K** and **GS2786K**. **NV980K** multi-function machines combine sewing, quilting and embroidery features with the latest innovation and technology.



Images from left to right: Brother NV980K and Brother GS2786K sewing machines

NV980K Hello Kitty sewing and embroidery machines come with a variety of built-in, easy to sew and embroidery patterns that are exclusive to Brother. The unique patterns are aimed at hobbyist quilters and crafters from adults to children. Both machines combine Brother's quality and reliability with the latest innovations from the company's state-of-the-art product development labs in Japan.

“Our customers are always seeking unique patterns that will easily bring their creations to life. With the Hello Kitty sewing machines, it adds the fun in functionality while providing a sophisticated and professional finish,” said Shigeki Yamashita, Regional Product Manager, Home Sewing Machines, Brother International Singapore. “It also offers greater scope for sewing enthusiasts to add their own creative flair to their projects, and encourage children to become the next generation sewing experts.”

Designed for all skill levels

The NV980K is the ideal machine for the user's home sewing and embroidery needs. The machine's 100 x 100mm embroidery area provides ample space for users to enjoy the multiple built-in decorative stitches and embroidery designs at their own comfort. The NV980K is also lightweight and portable, allowing Hello Kitty fans and sewing enthusiasts to bring the machine to classes, travels or family gatherings. The GS2786K is a classic sewing machine with a wide range of stitch designs to add more fun and creativity to traditional dressmaking.

For more information on the new Brother Hello Kitty home sewing machines, visit www.brother.com.sg

Brother Hello Kitty Home Sewing Machine Overview and Availability

<p>Brother NV980K RSP: S\$1,888 Warranty: 1 year on-site and subsequent 1 year carry-in</p>	<ul style="list-style-type: none">• Brother exclusive Hello Kitty design• 54 Exclusive Hello Kitty embroidery patterns• 100 x 100mm Embroidery area• 70 Built-in embroidery patterns• 126 Embroidery patterns bonus CD• 129 Built-in utility and decoration stitches• Built-in monogramming fonts• Automatic needle threader• Quick set bobbin• Easy bobbin winding• Handy Central Control• USB port• LCD touch screen• Extension table
<p>Brother GS2786K RSP: S\$348 Warranty: 1 year carry-in</p>	<ul style="list-style-type: none">• Brother exclusive Hello Kitty design• Built-in needle threader• Quick set bobbin• 1-step buttonhole• 27 Built-in stitches• Instructional DVD• Craft work recipe bonus DVD• LED light

All prices are inclusive of the prevailing taxes. The Brother NV980K and GS2786K are available for purchase at Brother International Singapore's authorised resellers and superstores and are supported by Brother Customer Service Centre, located at the ground

level of Gateway East at Beach Road. Opening hours are from Mondays to Fridays, 9am to 7pm, and on Saturdays, from 9am to 3pm.

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About Brother International Singapore Pte Ltd

Brother is a leader in the development and manufacturing of technologies in the printing, communication and digital imaging industries for homes, SOHOs and enterprises who demand solutions that empower businesses and individuals to communicate ideas in every possible way. A trusted brand worldwide that believes in the “Customer First” approach in all aspect of their business, Brother has continuously met the varied needs of their customers through their comprehensive range of quality printing solutions. Brother regional South East Asia headquarters, with fully integrated sales, marketing and services capabilities is located in Singapore. For more information on Brother International Singapore and its products, please call +65 6538 3998 or visit www.brother.com.sg. Brother will always be “At Your Side” now and into the future.

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About Brother Earth

Brother always takes responsibility, acts respectfully and tries to make a positive difference. Brother Earth is Brother’s attitude and commitment to play a part in building a society with sustainable development. Help the environment now by giving a click at <http://www.brotherearth.com>. Brother will contribute to a variety of global environmental protection activities on your behalf. The number of clicks each project receives will determine proportionately how the

funds will be allocated.

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